



Name _____ Class _____ Date _____

1 Effective listeners take note of the **5 W's and How** in informational speeches:
Who? What? Where? When?
_____? and **How?**

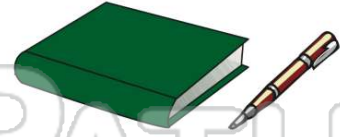
- A Which
- B Why
- C Whereas
- D Whoever



2 When taking notes during a speech, write only the **key words** of the speaker.

True or false?

- A true
- B false



3 **Active viewers** look for the _____ in an advertisement.

- A purchase
- B color
- C purpose
- D sale



4 **Advertisers** try to appeal to the viewers' _____.

- A goodwill
- B demands
- C opinions
- D emotions



PREVIEW

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7
A true
B false



A true
B false

9 **Effective viewers** look for the _____ in a magazine or newspaper.

- A time
- B summary
- C date
- D opinions



10 **Effective viewers** look for the _____ on exhibits.

- A ladders
- B lanterns
- C magazines
- D labels



ANSWER KEY

Effective listeners take note of the **5 W's and How** in informational speeches:
Who? What? Where? When?
_____? and **How?**

- A Which
- B Why
- C Whereas
- D Whoever



(b)

When taking notes during a speech, write only the **key words** of the speaker.

True or false?

- A true
- B false



(a)

Active viewers look for the _____ in an advertisement.

- A purchase
- B color
- C purpose
- D sale



(c)

Advertisers try to appeal to the viewers' _____.

- A goodwill
- B demands
- C opinions
- D emotions

(d)



PREVIEW

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B false



B false

Effective viewers look for the _____ in a magazine or newspaper.

- A time
- B summary
- C date
- D opinions



(c)

Effective viewers look for the _____ on exhibits.

- A ladders
- B lanterns
- C magazines
- D labels

(d)